production of educational programmes. In the 6 States mentioned above, area specific programmes are also being telecast. These are meant exclusively for rural viewers. The.se programmes are in tune with the developmental objectives of the State Governments concerned and are produced with their full cooperation. Further with the completion of the 7th Five Year Plan schemes to set up full-fledged TV studios at State capitals, a greater part of the telecast time would come to be devoted to developmental programmes beneficial to the local viewers.

Morning transmission by Delhi Doordarshan

608. SHRI SURESH PACHOURI. Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that the Delhi Doordarshan proposes to launch an hour-long morning transmission:

(b) if so, what are the details in this regard; and

(c) by when it is likely to start?

THE MINISTER OF STATE OF" THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI v*. N. GADGIL): (a) Yes, Sir.

(b) and (c) The format and likely date for starting of the morning transmission is being worked out.

Revenue earned by the Delhi Door darshan from advertisement

609. SHRI J.P. GOYAL: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) what is the revenue earned by Deihi Doordarshan from commercial advertisements during the last three years, year-wise;

(b) what is the time allotted for commercial advertisements by Delhi Doordarshan during the last three years, each year;

(c) whether there is any Committee to screen the commercial advertisements before their display;

(d) jf so, what is the composition of the Committee and what are the guidelines issued to the Committee in this regard; and.

(e) what is the extent to which these guidelines have been followed?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI V. N. GADGIL): (a) The revenue earned by Delhi Doordarshan from commercial advertisements including those booked with National Network and other National Programmes is as under:—

	(Rs. in Crores
1983-84	8.09
1984-85	22 12
1985-86	50.94

(fe) The time utilised ior commercial advertisements over Delhi Door darshan including National Program"-' me$_s$ during the last three years is «^{s} under: —

	Hours	minutes	Second
1983-84 .	42	45	31
1984-85 .	52	43	50
1985-86 .	84	25	10

(c) to (e) There is no fixed Committee for giving approval of script and commercial spot/film. The scru tiny ig done by Controller of Sales/ Assistant Controller of Sales. In case of doubt, the matter ig referred to